

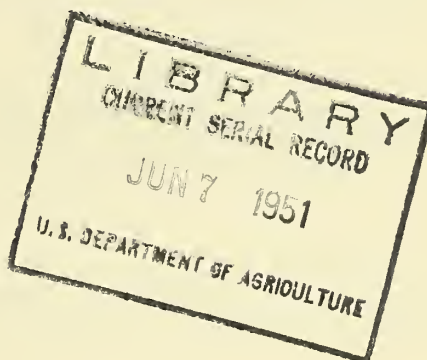
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN
MARCH 1951

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration



Washington, D. C.
May 1951

FOREWORD

This report presents data on consumer purchases during March 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U.S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U.S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
MARCH 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders bought 1,872,000 gallons of frozen concentrated orange juice during March 1951, a slight decline from the record purchases in February. The average price paid by consumers increased to 22.1 cents per 6-ounce can, the first increase since April 1950.

Consumer purchases of oranges and orange products during March totaled 6,094,000 equivalent boxes of fresh fruit, a gain of 820,000 boxes over March of last year. The proportion of these purchases represented by frozen concentrated orange juice increased from 17 percent to 26 percent during this period, while the proportion represented by canned single strength juice, as well as fresh fruit, declined.

Frozen concentrated grapefruit juice purchases totaled 84,000 gallons in March 1951, about equal to the volume in February. There was a sharp increase in household purchases of frozen concentrated orange-grapefruit blend--129,000 gallons in March, compared with 86,000 gallons in February. The average price paid, 17.5 cents per 6-ounce can, is the highest in any month this season.

Household consumers bought 1,049,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice in March 1951, 8 percent below February but 45 percent above March 1950. Household purchases of canned orange juice, tomato juice, and pineapple juice were also lower in March. Purchases of all other canned juices were practically unchanged from February levels.

In March 1951, average prices paid for canned single strength citrus juices were substantially lower than a year ago. On the other hand, consumers paid higher average prices for tomato juice and prune juice, while pineapple juice remained at about the same level as in March 1950.

Fresh orange purchases by householders totaled 3,375,000 boxes in March 1951, moderately higher than in February and the same month a year ago. Florida orange purchases of 1,451,000 boxes were almost 10 percent higher than in February and slightly above March 1950. Householders bought 1,370,000 boxes of California-Arizona oranges, a 27 percent increase over February purchases and more than 20 percent higher than a year ago.

In March 1951 household consumers bought 1,713,000 boxes of grapefruit, at an average price of 92 cents per dozen. Purchases of Florida grapefruit and California-Arizona grapefruit increased from February to March, but Texas grapefruit purchases declined about 50 percent in that period.

In March 1951, householders purchased 6,075 tons of dried prunes, 4 percent less than the record large purchases in February. Prices paid averaged 27.1 cents per pound, about the same as in February but 19 percent above March a year ago. A near record 15.9 percent of families made purchases during the month.

Date purchases by householders totaled 1,255 tons in March 1951, a 25 percent decline from the February level. Domestic dates accounted for one-half of the purchases in March; imported dates, one-third; while one-sixth were of unidentified origin. The average of 30.3 cents a pound paid for domestic dates during March is the lowest reported since data became available in October 1950. Imported date prices averaged 46.4 cents per pound, 3 cents higher than in February.

FROZEN CONCENTRATED JUICES

In March 1951 householders purchased 1,872,000 gallons of frozen concentrated orange juice, a slight decline from the record of 1,917,000 gallons established in February, but 70 percent above the 1,098,000 gallons bought in March 1950. March purchases were the second highest on record (fig. 3). Purchases this season to date, October 1950-March 1951, have totaled about 65 percent greater than during the same period in 1949-50.

Orange and orange product purchases by householders in March totaled the equivalent of 6,094,000 boxes of fresh fruit, a 15 percent increase over the same month last year (fig. 1). In terms of fresh orange equivalent, frozen concentrated orange juice purchases represented 26 percent, canned single strength juice 18 percent, and fresh oranges 56 percent of the total during March 1951. In the same month a year ago, frozen concentrated juice purchases accounted for 17 percent, canned single strength juice 24 percent, and fresh oranges 59 percent of the total.

Consumers paid an average of 22.1 cents per 6-ounce can of frozen concentrated orange juice during the month, slightly higher than the average of 21.5 cents in February but substantially below the average of 27.7 cents per can in March a year ago (fig. 3). The increase in the average price paid by consumers in March marks the first rise in the monthly average price since April 1950. During March 1951, 18.5 percent of all families purchased frozen concentrated orange juice, slightly more than in February. This marked a continued increase from last December in the proportion of families that bought orange juice in this form during a single month but was still short of the record 19.3 percent that purchased the product in October 1950.

Frozen concentrated grapefruit juice purchases by householders were practically unchanged in March 1951, totaling 84,000 gallons. The average price paid by consumers increased from 13.9 cents per 6-ounce can in February to 15.6 cents in March. Until this time, there had been a decline each month from the average of 19.1 cents paid in October 1950, the first month for which data were obtained (fig. 4). During March 1951, 1.7 percent of the families bought frozen concentrated grapefruit juice, compared with 1.4 percent in February.

Household purchases of frozen concentrated orange-grapefruit blended juice in March totaled 129,000 gallons, a sharp increase over the 86,000 gallons bought during February. March purchases, however, did not equal the quantity bought in either October or December 1950. An average of 17.5 cents was paid per 6-ounce can, slightly above the average during February and a record high for the season thus far (October 1950-March 1951). The percentage of families purchasing the product increased from 1.3 percent in February to 1.6 percent in March but continued below the 2.4 percent in October 1950.

CANNED JUICES

In March 1951 total household purchases of canned single strength juices were about 4 percent below February levels. Decreases were noted in

purchases of canned grapefruit, orange, tomato, and pineapple juices, while purchases of the other canned juices were practically unchanged from the previous month. Average prices paid by householders for most of the canned juices were somewhat higher than in February.

Householders bought 1,456,000 cases (equivalent No. 2 cans) of canned single strength orange juice in March, only slightly below February but 7 percent below purchases in March 1950 (fig. 5). Canned grapefruit juice purchases declined 8 percent from the February level to 1,049,000 cases in March. Purchases, however, were 45 percent above a year ago. Purchases of canned orange-grapefruit blended juice in March 1951 totaled 537,000 cases, unchanged from February, but 10 percent higher than in March 1950.

For this season to date (October 1950 through March 1951), total household purchases of canned single strength citrus juices were slightly higher than during the same months of the 1949-50 season. Grapefruit juice purchases were about one-third higher than in the corresponding period last season, and orange-grapefruit blended juice purchases were up 7 percent. Purchases of canned orange juice, however, were 13 percent below last season (fig. 5).

Average prices paid by householders for canned citrus juices in March were well below those of a year ago, though slightly above February levels. In March 1951 householders paid an average of 27.8 cents per 46-ounce can of grapefruit juice, 11 cents below a year ago, but slightly higher than the 27.0 cents in February. The average price paid for canned orange juice--32.3 cents per 46-ounce can--was 6 cents under March 1950, and the prices paid for blended juice averaged 31.8 cents per 46-ounce can, 8 cents below a year ago.

In March 1951, householders bought 1,529,000 cases (equivalent No. 2 cans) of canned tomato juice, a decline of more than 100,000 cases from February. Prices paid by householders averaged 28.3 cents per 46-ounce can, compared with 27.9 cents in the preceding month. Compared with a year ago, March 1951 purchases were down 13 percent, while the average price was 2.2 cents higher per 46-ounce can (fig. 6).

Household purchases of canned pineapple juice totaled 829,000 cases (equivalent No. 2 cans) in March 1951, compared with 925,000 cases in February and 1,027,000 cases in March 1950 (fig. 6). The average price paid was unchanged from February at 37.4 cents per 46-ounce can. (For data on prune juice, see DRIED FRUIT section.)

FRESH CITRUS FRUIT

In March 1951, householders bought 3,375,000 boxes of fresh oranges, almost 10 percent more than in the preceding month or the same month a year ago. The average price paid for oranges--46.5 cents per dozen--was slightly above the February 1951 level but about equal to March 1950. Of the total fresh oranges purchased by householders in March 1951, 43 percent were identified as Florida oranges, 41 percent as California-Arizona, and only 2 percent as Texas, while 14 percent were not identified as to origin.

Household purchases of Florida fresh oranges in March 1951 totaled 1,451,000 boxes, compared with 1,327,000 boxes in February and 1,365,000 boxes in March 1950. During the first 6 months of this season (October 1950-March 1951), householders bought approximately the same volume of Florida oranges as in the corresponding period last season (fig. 7). Householders paid an average of 42.1 cents per dozen of Florida oranges in March, slightly higher than in February but below the same month a year ago.

Householders bought 1,370,000 boxes of California-Arizona fresh oranges in March 1951 at an average price of 52.1 cents per dozen. Despite slightly higher prices in March, purchases were 27 percent above February. The proportion of families buying increased from 22 percent in February to 27 percent in March. For the first 5 months of the 1950-51 season (November-March) purchases were slightly above the same period of the 1949-50 season. However, during the 3 months January-March 1951, purchases were substantially above the same months last season (fig. 7). March 1951 purchases were more than 20 percent above a year ago.

Household purchases of fresh grapefruit in March 1951 totaled 1,713,000 boxes, practically unchanged from February but 16 percent above March 1950. Last season grapefruit purchases declined considerably from February to March (fig. 8). Household purchases from September 1950 through March 1951 were about 25 percent higher than during the same months of the 1949-50 season. The average price paid for grapefruit in March--92 cents per dozen--was slightly higher than in February but 15 cents below the March 1950 level.

Florida grapefruit purchases by householders continued to increase and reached 872,000 boxes in March 1951, compared with 737,000 boxes in February. The average price paid was unchanged at 94 cents per dozen. Purchases of Texas grapefruit declined sharply from 424,000 boxes in February to 232,000 boxes in March, while the average price paid by householders increased from 81 cents to 94 cents per dozen during the same period. Householders bought 225,000 boxes of California-Arizona grapefruit in March, compared with 192,000 boxes in February, and paid an average of 73 cents per dozen.

Householders bought 224,000 boxes of lemons in March 1951, compared with 200,000 boxes in February and 242,000 boxes in March a year ago. Prices paid for lemons in March 1951 averaged 47 cents per dozen, slightly below February but 2.5 cents above the March 1950 level (fig. 8).

DRIED FRUIT

With the exception of dried prunes and dried apricots, there was a pronounced decline in consumer purchases of dried fruit in March 1951, compared to the previous month (table 4). Dried apricot purchases were up 7 percent from February; purchases of dried prunes declined only 4 percent. However, total household purchases of other dried fruits, including dates, dried apples, and dried peaches, declined substantially. Household purchases of dried peaches, dried figs, and mixed dried fruit were well

below those of March 1950. The average prices consumers paid for most dried fruits were relatively unchanged from February levels but continued to be above those for the same period last year.

Householders purchased 6,075 tons of dried prunes during March 1951, the second largest quantity for a single month since these reports began (October 1949). March purchases were 4 percent below the record volume purchased in February but slightly larger than purchases in March 1950 (fig. 9). Preliminary figures indicate that consumer purchases of dried prunes during the period October 1950-March 1951 totaled approximately 11 percent more than during the same months last season, despite higher prices for the product. In March prices of dried prunes averaged 27.1 cents per pound, slightly higher than in February and 19 percent above the 22.8 cents paid in March 1950 (fig. 9). The percentage of families that reported buying dried prunes during the month was practically unchanged from the record 16.1 percent that made purchases in February, but was above the 15 percent who reported buying in March of last year (table 4).

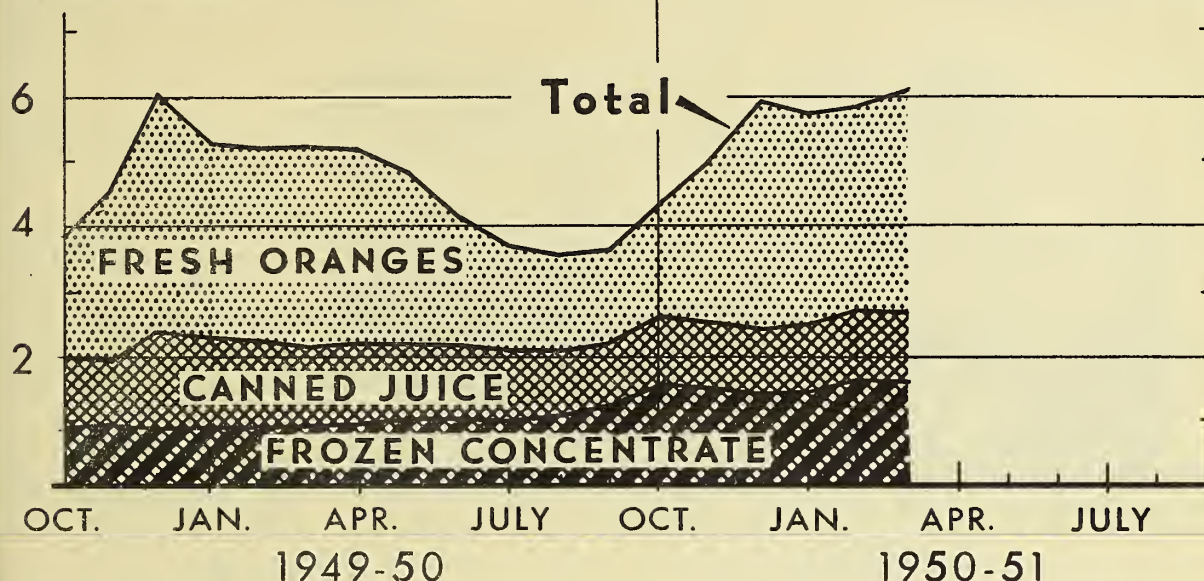
Householders bought 386,000 cases (equivalent No. 2 cans) of prune juice in March 1951 at an average price of 32.4 cents per 32-ounce bottle. Purchases were 5 percent below the March 1950 level, but the average price was almost 15 percent higher (fig. 9).

Date purchases by households in March 1951 totaled 1,255 tons, a sharp decline from the 1,675 tons bought during February (table 4). There was a 24 percent decline in purchases of both domestic and imported dates (fig. 10). Domestic dates represented one-half of the purchases during the month (625 tons); imported dates, one-third (410 tons); and one-sixth (220 tons) were unidentified as to origin (table 7). For the period October 1950-March 1951, households have bought about 7,100 tons of domestic dates, 5,800 tons of imported dates, and 4,100 tons were of unidentified origin.

Consumers paid an average of 34.9 cents per pound for all dates in March, slightly lower than in February, but about 3 cents higher than the average during March 1950. Prices paid for domestic dates in March 1951 averaged 30.3 cents per pound, the lowest reported for any month during the period October 1950-March 1951 for which these data are available. The average price paid for imported dates was 46.4 cents, almost 3 cents above the February average (fig. 10).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48019-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

Period	Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Fresh oranges		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,605	911 4/	1,068	1,097	1,686	1,868	4,359	3,876 4/
November	1,508	958 1/	1,061	1,013	2,266	2,556	4,835	4,527 1/
December	1,412	867 4/	1,056	1,544 4/	3,415	3,633	5,883	6,044 4/
October-December 3/	4,938	2,998 4/	3,464	4,047	7,985	8,808	16,387	15,853 4/
January	1,463	873	1,050	1,397	3,216	3,032	5,729	5,302
February	1,619	900	1,141	1,360	3,083	2,964	5,843	5,224
March	1,600	907	1,119	1,260	3,375	3,106	6,094	5,273
October-March 3/		5,908 4/		8,414		18,678		33,000 4/
April		937		1,259		3,002		5,198
May		1,027		1,186		2,620		4,833
June		1,039		1,151		1,965		4,155
October-June 3/		9,154 4/		12,335		26,860		48,349 4/
July		1,006		1,097		1,622		3,725
August		1,080		1,000		1,499		3,580
September		1,214		987		1,437		3,638
Season 3/		12,726 4/		15,677		31,797		60,200 4/

1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

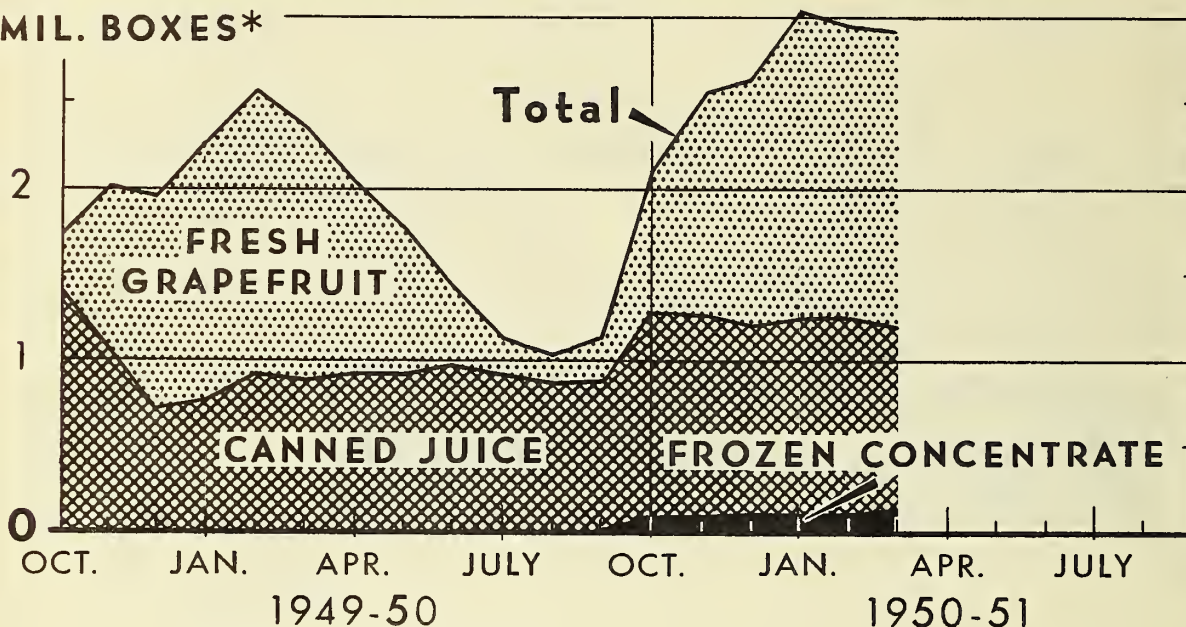
2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48013-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice 1/		Canned single- strength grapefruit juice 2/		Fresh grapefruit		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	105	-----	1,181	1,390	830	334	2,116	1,724
November	98	-----	1,151	1,065	1,319	953	2,568	2,018
December	102	-----	1,096	710 4/	1,425	1,255	2,623	1,965 4/
October-December 3/	335	-----	3,756	3,389	3,925	2,851	8,016	6,240
January	101	-----	1,139	745	1,810	1,533	3,050	2,278
February	107	-----	1,152	912	1,709	1,670	2,968	2,582
March	125	-----	1,081	880	1,713	1,477	2,919	2,357
October-March 3/		-----		6,148		7,929		14,077
April		-----		924		1,123		2,047
May		-----		922		861		1,783
June		-----		993		422		1,415
October-June 3/		-----		9,220		10,531		19,751
July		-----		929		214		1,143
August		-----		863		172		1,035
September		-----		874		262		1,136
Season 3/		-----		12,100		11,212		23,312

1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

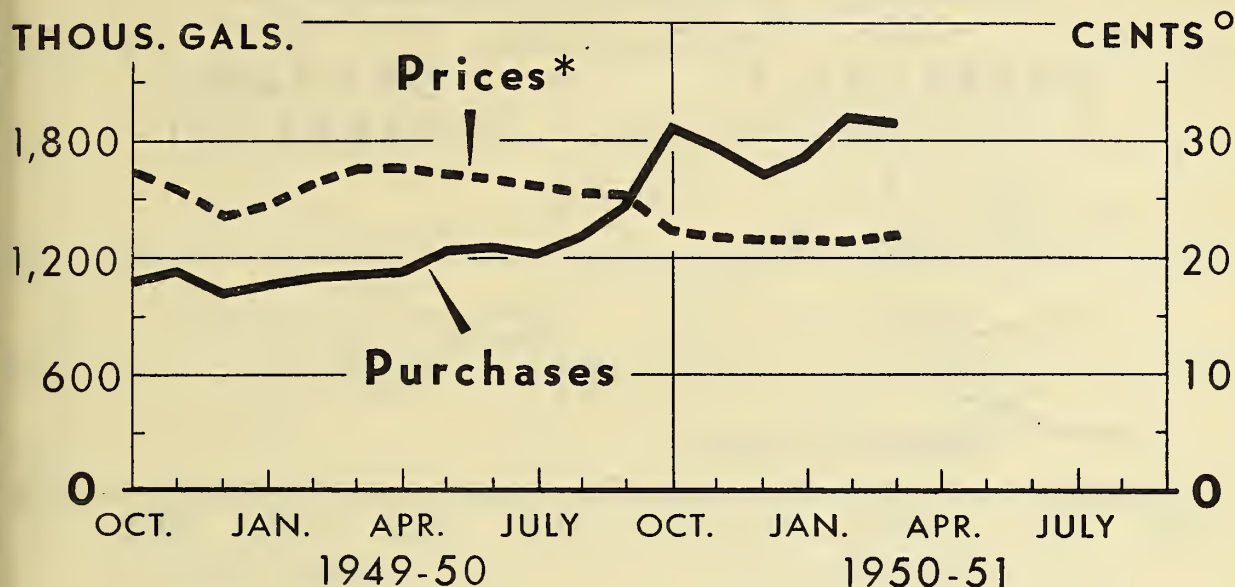
2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS ° PER CAN OF 6 OUNCES
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG48004-XX BUREAU OF AGRICULTURAL ECONOMICS

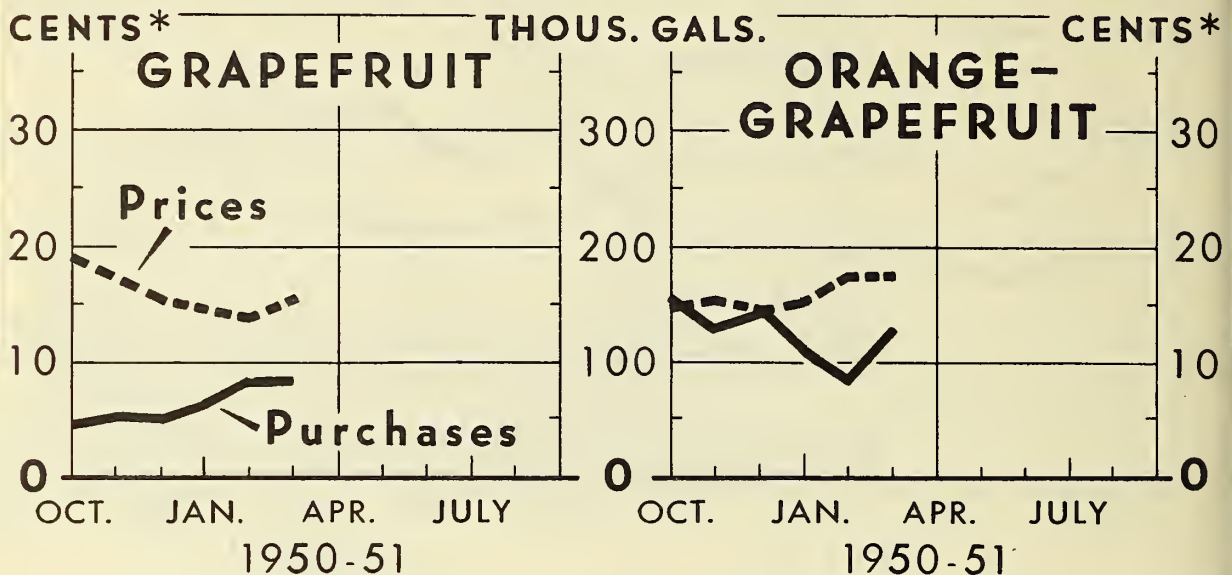
Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

Period	Purchases		Average prices per 6 oz. can	
	1950-51	1949-50	1950-51	1949-50
	1,000 gallons	1,000 gallons	Cents	Cents
October	1,865	1,076	22.1	27.3
November	1,762	1,131	21.7	25.9
December	1,638	1,024	21.6	23.7
October-December 1/	5,747	3,540		
January	1,716	1,057	21.6	24.4
February	1,917	1,089	21.5	26.4
March	1,872	1,098	22.1	27.7
October-March 1/		7,063		
April		1,134		27.8
May		1,243		27.2
June		1,258		26.8
October-June 1/		10,993		
July		1,218		26.1
August		1,308		25.7
September		1,470		25.5
Season 1/		15,318		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED CITRUS JUICES

Consumer Purchases and Prices Paid



* PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48005-XX BUREAU OF AGRICULTURAL ECONOMICS

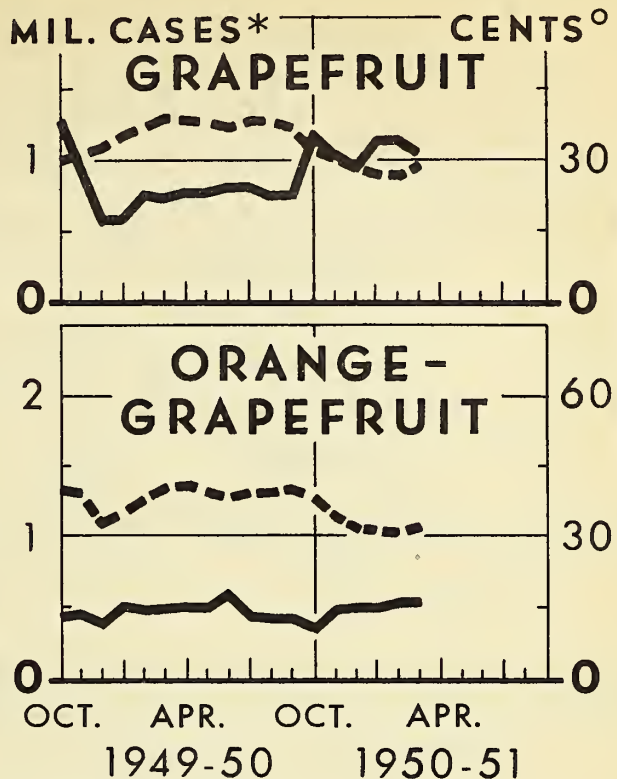
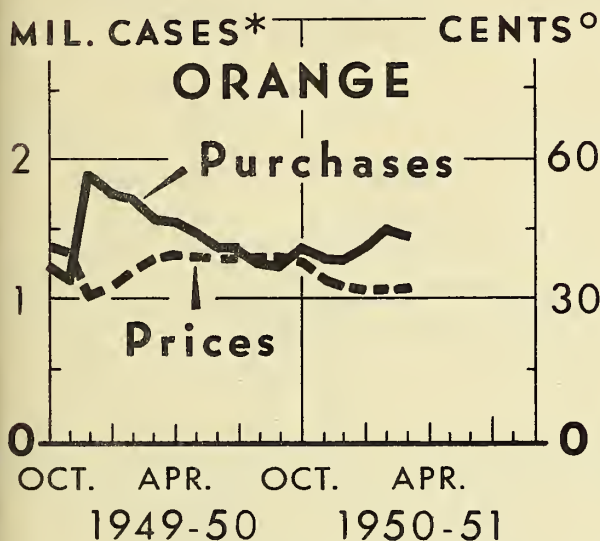
Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

Period	Grapefruit		Orange-grapefruit blend	
	Purchases	Average prices per 6 oz. can	Purchases	Average prices per 6 oz. can
	<u>1,000 gallons</u>	<u>Cents</u>	<u>1,000 gallons</u>	<u>Cents</u>
1950-51				
October	45	19.1	157	14.3
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February	83	13.9	86	17.4
March	84	15.6	129	17.5
October-March 1/				
April				
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48006-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.5.--Canned citrus juices: Consumer purchases and prices paid,
October 1949 to date

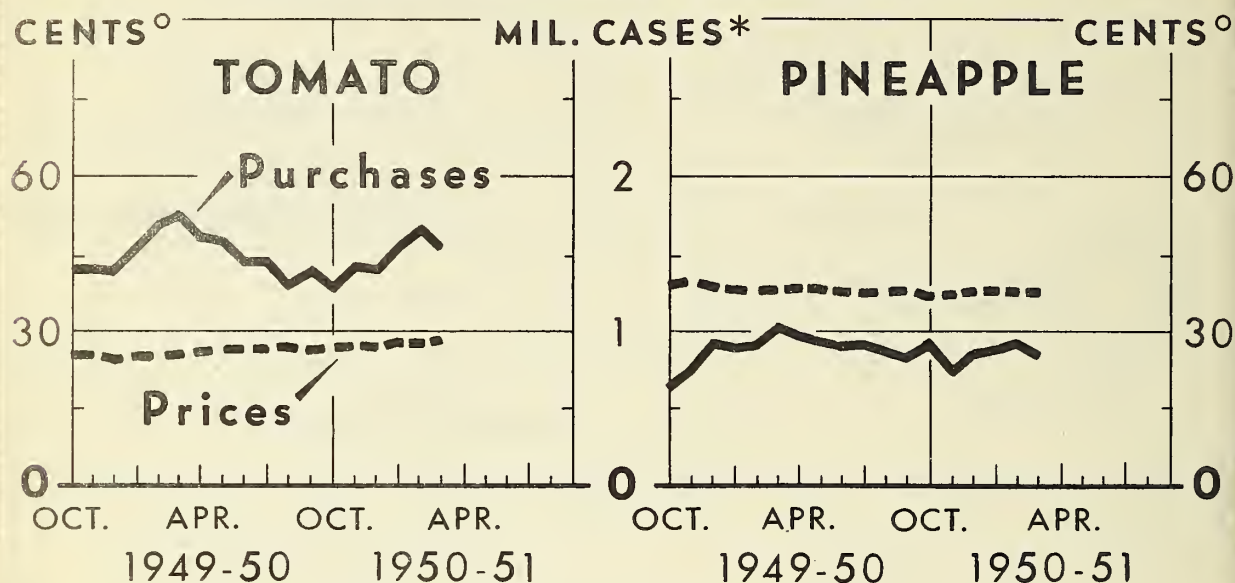
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
Oct.	1,357	1,260	37.3	41.1	1,117	1,282	31.6	30.0	364	439	38.0	40.4
Nov.	1,284	1,137	33.7	39.6	1,022	919	30.3	30.8	489	461	33.7	39.3
Dec.	1,272	1,890	32.1	30.4	956	573	28.5	32.2	499	388	31.6	33.0
Oct.-Dec. 2/	4,248	4,770			3,390	2,967			1,485	1,385		
Jan.	1,368	1,763	31.5	32.3	1,138	570	27.3	35.2	499	500	31.1	34.8
Feb.	1,490	1,722	32.0	36.2	1,135	765	27.0	36.4	536	476	30.7	37.9
March	1,456	1,570	32.3	38.4	1,049	723	27.8	38.5	537	490	31.8	39.9
Oct.-March 2/		10,275				5,214					2,961	
April		1,565		39.1		768		38.0		498		40.5
May		1,462		38.4		767		37.8		494		39.2
June		1,365		37.8		798		36.6		588		38.0
Oct.-June 2/		15,068				7,737					4,674	
July		1,366		37.9		808		37.6		428		38.8
Aug.		1,236		38.4		744		37.7		411		39.3
Sept.		1,215		38.4		755		36.0		414		39.8
Season 2/		19,200				10,222					6,041	

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED TOMATO AND PINEAPPLE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24#2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48007-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.6.--Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

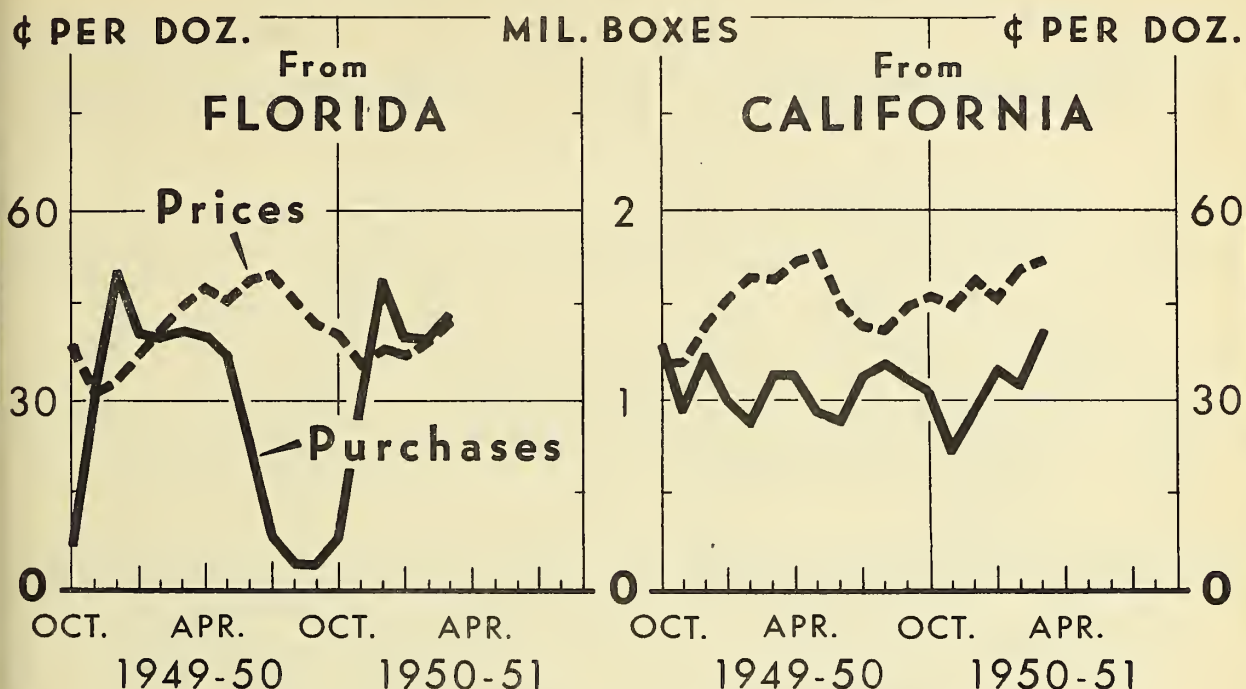
Period	Tomato				Pineapple			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cente	Cents
October	1,293	1,396	27.1	24.8	915	656	37.2	39.1
November	1,426	1,413	27.4	24.8	757	762	37.4	39.7
December	1,416	1,393	27.5	24.6	857	924	37.7	38.9
October-December 2/	4,499	4,562			2,750	2,559		
January	1,580	1,545	28.0	25.6	892	901	37.7	38.4
February	1,641	1,692	27.9	25.6	925	919	37.4	38.2
March	1,529	1,754	28.3	26.1	829	1,027	37.4	37.9
October-March 2/		9,993				5,685		
April		1,610		26.5		990		38.3
May		1,578		26.9		938		38.4
June		1,452		26.9		920		38.0
October-June 2/		15,015				8,772		
July		1,452		26.9		927		37.8
August		1,293		27.4		871		37.9
September		1,394		26.9		838		38.0
Season 2/		19,480				11,626		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48020-XX BUREAU OF AGRICULTURAL ECONOMICS

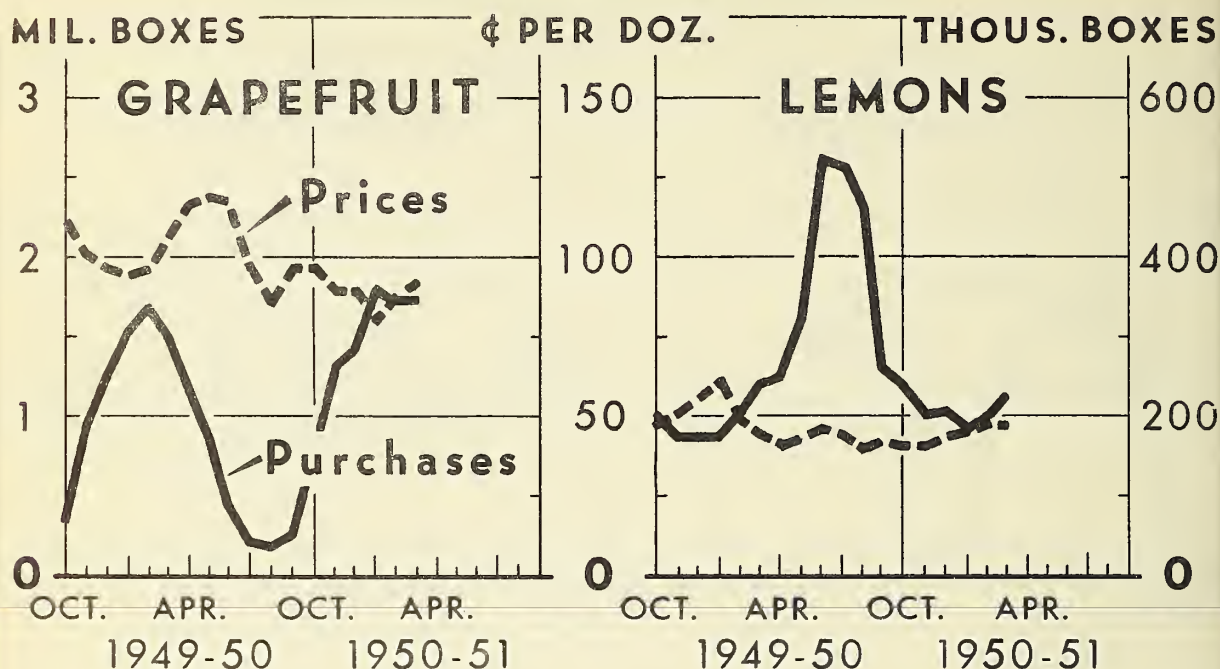
Fig.7.--Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	278	218	40.5	38.6	1,045	1,293	46.5	36.0
November	999	1,029	35.6	31.2	738	945	45.4	36.1
December	1,640	1,664	38.3	32.9	938	1,231	49.4	42.1
October-December 1/	3,247	3,288			2,865	3,698		
January	1,333	1,346	36.8	37.0	1,152	1,003	45.9	46.0
February	1,327	1,331	39.4	41.1	1,074	887	50.7	49.4
March	1,451	1,365	42.1	44.5	1,370	1,123	52.1	49.0
October-March 1/		7,697				6,947		
April		1,340		48.0		1,121		52.3
May		1,229		46.3		934		53.2
June		778		48.8		902		44.6
October-June 1/		11,338				10,092		
July		258		50.2		1,135		41.5
August		122		46.2		1,183		40.9
September		120		42.1		1,107		44.9
Season 1/		11,863				13,807		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

GRAPEFRUIT AND LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48018-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

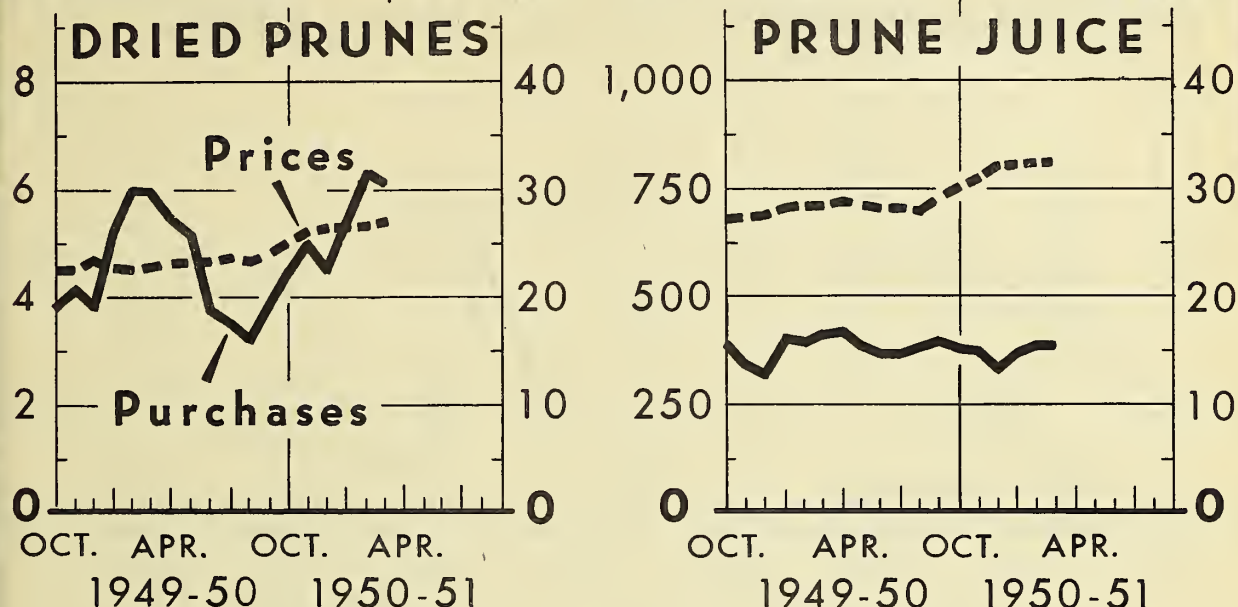
Period	Grapefruit				Lemons			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	830	334	96.9	110.5	236	199	40.5	46.8
November	1,319	953	88.5	100.7	201	174	40.8	51.0
December	1,425	1,255	88.5	96.2	204	172	42.8	55.9
October-December 1/	3,925	2,851			691	588		
January	1,810	1,533	80.6	93.8	193	172	44.8	61.3
February	1,709	1,670	87.3	96.3	200	204	48.1	48.1
March	1,713	1,477	91.8	106.4	224	242	46.9	44.4
October-March 1/		7,929				1,257		
April		1,123		117.4		249		40.8
May		861		118.9		320		42.4
June		422		116.5		512		45.5
October-June 1/		10,531				2,432		
July		214		97.4		512		44.4
August		172		85.5		464		40.3
September		262		96.6		257		41.8
Season 1/		11,212				3,772		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid

THOUS. TONS — \$ PER LB. THOUS. CASES* — CENTS^o



* EQUIVALENT CASES OF 24 #2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48008-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.9.--Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

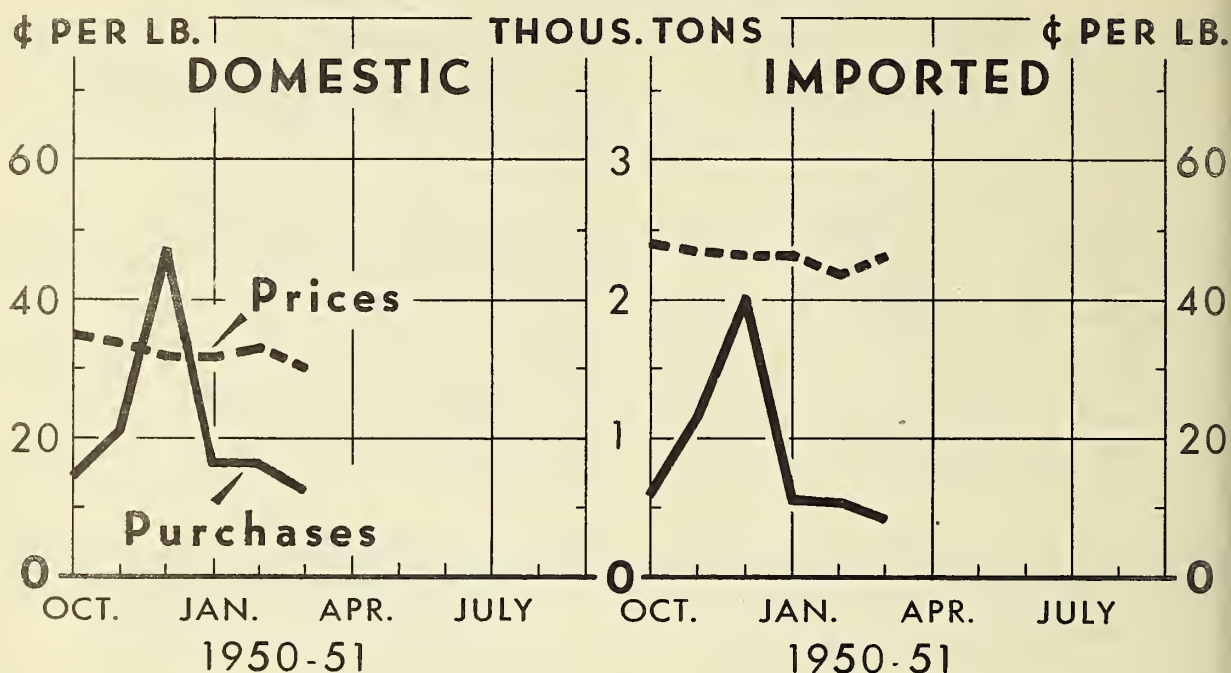
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,485	3,804	25.0	22.5	381	383	30.1	27.1
November	4,996	4,120	26.0	22.5	373	337	30.9	27.3
December	4,541	3,840	26.4	23.5	328	317	32.0	27.5
October-December 2/	15,625	12,846			1,189	1,137		
January	5,364	5,222	26.6	22.7	368	402	32.2	28.1
February	5,318	5,980	26.7	22.6	387	393	32.3	28.4
March	6,075	5,952	27.1	22.8	386	408	32.4	28.5
October-March 2/		31,512				2,459		
April		5,528		23.0		417		28.7
May		5,174		23.1		386		28.5
June		3,756		23.2		369		28.4
October-June 2/		46,962				3,736		
July		3,507		23.7		368		28.4
August		3,193		23.3		379		28.0
September		3,872		23.9		395		29.3
Season 2/		58,253				4,978		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48009-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.10.--Dates: Consumer purchases and prices paid, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average prices per pound	Purchases	Average prices per pound
	<u>Tons</u>	<u>Cents</u>	<u>Tons</u>	<u>Cents</u>
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,643		4,153	
January	815	31.7	562	46.6
February	824	32.8	537	43.6
March	625	30.3	410	46.4
October-March 1/				
April				
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U. S. total consumer purchases, percentage of families buying, and average prices, March 1951, February 1951 and March 1950 1/

Commodity		Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Orange juice				
March	1951	1,872	18.5	22.1
February	1951	1,917	18.1	21.5
March	1950	1,098	13.7	27.7
Grapefruit juice				
March	1951	84	1.7	15.6
February	1951	83	1.4	13.9
March	1950 <u>2/</u>	--	--	--
Orange-grapefruit blend				
March	1951	129	1.6	17.5
February	1951	86	1.3	17.4
March	1950 <u>2/</u>	--	--	--
Grape juice				
March	1951	123	2.7	25.2
February	1951	84	2.2	25.4
March	1950	84	1.9	25.6
Other concentrates				
March	1951	38	<u>2/</u>	19.3
February	1951	30	<u>2/</u>	19.5
March	1950 <u>2/</u>	--	--	--
Total				
March	1951	2,246	20.2	<u>2/</u>
February	1951	2,200	19.4	<u>2/</u>
March	1950	1,251	14.6	<u>2/</u>

1/ Each month represents a 4-week period.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, March 1951, February 1951, and March 1950 ^{1/}

Commodity	Consumer purchases		Percentage of	Average
	cases of 24 No.2's		families buying	price per
	1,000 cases		Percent	46-oz.can ^{2/} Cents
Orange				
March 1951	1,456		14.8	32.3
February 1951	1,490		15.3	32.0
March 1950	1,570		16.6	38.4
Grapefruit				
March 1951	1,049		11.8	27.8
February 1951	1,135		12.1	27.0
March 1950	723		9.6	38.5
Orange-grapefruit blend				
March 1951	537		6.1	31.8
February 1951	536		6.4	30.7
March 1950	490		6.9	39.9
Lemon				
March 1951	36		2.4	12.0
February 1951	45		2.6	12.9
March 1950	37		2.5	13.3
Tomato				
March 1951	1,529		18.8	28.3
February 1951	1,641		18.5	27.9
March 1950	1,754		21.7	26.1
Pineapple				
March 1951	829		13.1	37.4
February 1951	925		13.9	37.4
March 1950	1,027		16.0	37.9
Prune				
March 1951	386		6.5	32.4
February 1951	387		6.4	32.3
March 1950	408		6.8	28.5
Total ^{3/}				
March 1951	6,844		50.5	
February 1951	7,129		50.5	
March 1950	7,247		52.8	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5¹/₂-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, March 1951, February 1951 and March 1950 1/

Commodity		Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges				
California-Arizona				
March	1951	1,370	27.0	52.1
February	1951	1,074	22.2	50.7
March	1950	1,123	25.6	49.0
Florida				
March	1951	1,451	23.5	42.1
February	1951	1,327	22.0	39.4
March	1950	1,365	23.5	44.5
Texas				
March	1951	62	1.5	44.2
February	1951	170	3.3	34.4
March	1950 <u>4/</u>	---	---	----
Total <u>2/</u>				
March	1951	3,375	52.6	46.5
February	1951	3,083	49.7	43.3
March	1950	3,106	50.0	46.2
Grapefruit				
Florida				
March	1951	872	16.7	94.4
February	1951	737	14.7	93.8
March	1950 <u>4/</u>	---	----	----
Texas				
March	1951	232	6.2	93.7
February	1951	424	10.1	81.1
March	1950 <u>4/</u>	---	---	----
California-Arizona				
March	1951	225	4.2	73.2
February	1951	192	3.6	72.6
March	1950 <u>4/</u>	---	---	----
Total <u>3/</u>				
March	1951	1,713	33.1	91.8
February	1951	1,709	34.0	87.3
March	1950	1,477	29.4	106.4
Lemons				
March	1951	224	23.3	46.9
February	1951	200	21.6	48.1
March	1950	242	24.9	44.4

1/ Each month represents a 4-week period.

2/ Includes purchases of oranges which were not identified as to origin.

3/ Includes purchases of grapefruit which were not identified as to origin.

4/ Information not available

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, March 1951, February 1951, and March 1950 ^{1/}

Commodity		Consumer purchases	Percentage of families buying	Average price per pound
		<u>Tons</u>	<u>Percent</u>	<u>Cents</u>
Apples				
March	1951	252	1.2	43.8
February	1951	296	1.2	43.4
March	1950	231	1.3	36.4
Apricots				
March	1951	728	3.2	58.7
February	1951	679	3.1	57.6
March	1950	806	4.0	50.1
Dates				
March	1951	1,255	6.1	34.9
February	1951	1,675	6.6	35.3
March	1950	946	3.9	32.1
Figs				
March	1951	175	.9	37.3
February	1951	214	1.1	43.8
March	1950	351	1.5	33.7
Mixed fruit				
March	1951	191	1.0	42.4
February	1951	191	.9	43.4
March	1950	520	1.9	31.5
Peaches				
March	1951	389	1.8	43.0
February	1951	506	2.0	39.2
March	1950	582	2.5	32.5
Prunes				
March	1951	6,075	15.9	27.1
February	1951	6,318	16.1	26.7
March	1950	5,952	15.1	22.8

^{1/} Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company.

Table 5.--Canned juices and frozen concentrated juices: U. S. total consumer purchases and average prices, March 1951 (4-week period)

Commodity	Purchases				Average prices			
	: Percent		: families buying		: Size of aver-		: Per actual	
	Percent		1,000 cases 1/		age purchase		unit	
				Cases 1/	Ounces	Size	Cents	No. 2 can Cents
Canned juices								
Orange	14.8		1,456	9.7	59.4	46 oz.	32.3	13.2
Grapefruit	11.8		1,049	7.0	57.5	46 oz.	27.8	11.2
Orange-grapefruit blend	6.1		537	3.6	65.4	46 oz.	31.8	12.6
Tangerine	1.4		81	.5	44.4	46 oz.	29.7	12.4
Lemon	2.4		36	.2	12.9	5 $\frac{1}{2}$ -6oz.	12.0	37.4
Apple	3.8		282	1.9	50.4	32 oz.	23.4	12.0
Grape	5.0		171	1.1	28.3	32 oz.	41.0	26.8
Pineapple	13.1		829	5.5	46.0	46 oz.	37.4	15.1
Prune	6.5		386	2.6	37.3	32 oz.	32.4	18.4
Tomato	18.8		1,529	10.2	49.3	46 oz.	28.3	11.9
Vegetable combination	3.0		165	1.1	40.7	46 oz.	36.7	15.5
Other juices	2/		323	2.2	38.7	46 oz.	38.2	16.3
Total	50.5		6,844	45.6	49.2			13.7
Frozen concentrated juices								
Orange	18.5		1,872	12.5	13.3	6 oz.	22.1	
Grape	2.7		123	.8	9.1	6 oz.	25.2	
Grapefruit	1.7		84	.6	11.9	6 oz.	15.6	
Orange-grapefruit blend	1.6		129	.9	13.9	6 oz.	17.5	
Other concentrates	2/		38	.2	11.4	6 oz.	19.3	
Total	20.2		2,246	15.0	12.9			

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company.

Table 6.---Fresh citrus fruit: U. S. total consumer purchases and average prices, March 1951 (4-week period)

Commodity	Purchases				Average	
	Percentage of	Total	Per	Size of	price	per
	: all families buying:	: all families : 1,000 capita	: average purchase	: average purchase	: dozen	: dozen
	Percent	1,000 boxes	Boxes	Units	Cents	Cents
Oranges						
California & Arizona	27.0	1,370	9.1	10.6	52.1	
Florida	23.5	1,451	9.7	12.9	42.1	
Texas	1.5	62	.4	12.1	44.2	
Unidentified	12.6	492	3.3	10.7	45.3	
Total	52.6	3,375	22.5	11.5	46.5	
Grapefruit						
California & Arizona	4.2	225	1.5	4.9	73.2	
Florida	16.7	872	5.8	4.3	94.4	
Texas	6.2	232	1.5	4.7	93.7	
Unidentified	11.4	384	2.6	4.2	94.0	
Total	33.1	1,713	11.4	4.4	91.8	
Tangerines	3.6	128	.9	10.2	28.0	
Lemons	23.3	224	1.5	5.4	46.9	
Limes	.3	59 1/	.4 2/	5.8	43.1	
Total	64.9	5,440 3/	36.3 3/	8.5	53.1	

1/ 1,000 dozens.
2/ Dozens of units.
3/ Totals do not include limes.

Table 7.--Dried fruit: U. S. total consumer purchases and average prices,
March 1951 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of all families buying: Percent	Total Tons	Per 1,000 capita: Pounds	Size of average purchase: Ounces	
Apples	1.2	252.4	3.4	13.4	43.8
Apricots	3.2	728.4	9.7	13.8	58.7
Dates					
Domestic	2.7	625.0	8.3	15.1	30.3
Imported	2.8	410.0	5.5	9.5	46.4
Unidentified	.8	219.8	2.9	18.5	26.4
Total	6.1	1,254.8	16.7	13.0	34.9
Figs	.9	175.0	2.3	12.7	37.3
Mixed dried fruit	1.0	190.7	2.5	14.5	42.4
Peaches	1.3	388.7	5.2	13.9	43.0
Pears 1/	2/	5.1	.1	16.0	41.0
Prunes	15.9	6,074.6	81.0	23.2	27.1
Total	3/	9,069.7	120.9	18.7	32.4

1/ Too few purchases represented to permit significant analysis.

2/ Less than 0.1 percent.

3/ Data not available.

National Consumer Panel of Industrial Surveys Company.

